

IN THE CLAIMS:

Please ADD new claims as indicated below:

1. (CANCELED)
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21. (CANCELED)
22. (ORIGINAL) A method of dynamically creating a web page from existing content comprising:
 - storing content of the web page in a format native to the tools used to assemble the content;
 - storing a separate format component of the web page indicating how to display the web page;
 - storing a separate outline of the web page indicating a hierarchy of the content on the web page and the format component for the web page; and

when requested assembling the web page, in real time, by accessing the outline of the web page, retrieving the content and format component referenced in the outline, organizing the content based on the outline of the web page and formatting the content based on the format component.

23. (ORIGINAL) A method, as set forth in claim 22, further comprising:
storing triggers which initiate a review of content when activated.

24. (ORIGINAL) A method, as set forth in claim 22, further comprising:
identifying a segment group of a viewer of the web page; and
personalizing content of the assembled web page based upon the segment group of the viewer.

25. (ORIGINAL) A computer-readable medium encoded with a data structure for a content management system separating content from an organizational component and a format component thereof, the data structure comprising:

- a table indexing sites to a site ID;
- a table indexing a document to the site ID using a document ID;
- a table indexing an outline to document ID using an outline ID;
- a table indexing at least one section to an outline ID using a section ID;
- a table indexing content to each section ID; and
- a table indexing a formatting component to an outline ID.

26. (NEW) An apparatus for dynamically creating a web page from existing content comprising:

means for storing content of the web page in a format native to the tools used to assemble the content;

means for storing a separate format component of the web page indicating how to display the web page;

means for storing a separate outline of the web page indicating a hierarchy of the content on the web page and the format component for the web page; and

means, when requested assembling the web page, in real time, by accessing the outline of the web page, for retrieving the content and format component referenced in the outline, organizing the content based on the outline of the web page and formatting the content based on the format component.

27. (NEW) An apparatus, as set forth in claim 26, further comprising:
means for storing triggers which initiate a review of content when activated.

28. (NEW) An apparatus, as set forth in claim 26, further comprising:
means for identifying a segment group of a viewer of the web page; and
means for personalizing content of the assembled web page based upon the segment group of the viewer.